

MBA (MARKETING MANAGEMENT)

SYLLABUS

SEMESTER – I

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Syllabus for MM

MM-101C FUNDAMENTALS OF MANAGEMENT

Course Objective:

Objective of this course is to help the students gain understanding the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have five theory questions out of which a student will be required to do any four questions. Section B will be of 20 marks and consist of case(s).

Course Content:

Concept of Management: Introduction to Management & Organizations, Functions and Responsibilities of Managers, Fayol's Principles of management, Management thought; the Classical School, The Human Relations School, Systems theory, Contingency Management Developing Excellent Managers.

1. **Planning:** Nature and purpose of planning process, principles of Planning, Types of planning, Advantages and Limitation of planning.
2. **Concept and Nature of Objectives:** Types of Objectives, Importance of Objectives, Setting objectives, Management by Objective (MBO) benefits and weaknesses of MBO.
3. **Strategies and Policies:** Concept of Corporate Strategy, formulation of strategy, Types of strategies, Types of policies, principles of formulation of policies, Decision Making Process, Individual Decision Making Models.
4. **Organizing:** Nature and Purpose of Organizing, Bases of Departmentation, Span Relationship, Line Staff Conflict, Bases of Delegation, Kind of Delegation and Decentralization, methods of Decentralization.
5. **Controlling:** Concept and Process of Control, Control Techniques. Human Aspects of Control, Control as a feedback system, feed forward Control, Preventive Control, Profit and loss Control, Control through Return on investment, the use of Computer of Controlling & Decision making, the challenges created by IT a Control tool.
6. **New era of Management:** Managing in a borderless world, international business environment, economic, legal-political, socio-cultural environments, trade-alliances, MNCs, Valuing diversity, its dimensions and attitudes, minority-challenges, glass-ceilings, gender issues in management.

Text Readings: Latest Edition

1. Harold Koontz, O'Donnell and Heinz Wehrich, "Essentials of Management" New Delhi, Tata McGraw Hill.
2. R.D. Agrawal, "Organization and Management" New Delhi, Tata McGraw Hill.
3. Stephen Robbins "Management" 8th Ed. New Delhi Pearson.
4. **The New Era of Management (India Edition) by Richard L. Daft**

Suggested Reading: Latest Edition

1. Harold Koontz, Heinz Wehrich, "Management: A Global Perspective" New Delhi Tata mcGrow hill.
2. Robert Krietner, "Management" Houghton Mifflin CO.
3. Stephen Robbins "Management" 8th Ed. New Delhi Pearson.

BUSINESS MATHEMATICS AND STATISTICS

Course Objective

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts, application and cases rather than derivations.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 12 marks and have two theory questions out of which a student will be required to do any one. Section B will be of 48 marks and have five numerical/cases out of which a student will be required to do any four.

Course Contents

PART I – BUSINESS MATHEMATICS

1. Sets, Functions, and Progressions (with specific applications to compounding and discounting techniques)
2. Implications of Limit of Functions, Continuity of a function of one variable.
3. Differentiation concepts: Applications of differentiation in economic and managerial problems like marginal analysis, elasticity, Maxima and Minima.
4. Integration Concepts: Economic application, consumer surplus and producer surplus.
5. Determinants and Matrices with Business application: Types of matrices, operations on matrices, adjoint matrix, inverse matrix, elementary row operations. Solution of simultaneous linear equations using matrices, input/output analysis.

PART II – BUSINESS STATISTICS

1. Introduction to Statistics: Introduction to Measurement of Central Tendency and Variations.
2. Probability Theory and Probability Distributions: Concepts, additive, multiplicative, conditional probability rules, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications
3. Time Series: Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend, Measurement of seasonal variations Measurement of cyclic variations.
4. Correlation & Regression: Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation and regression.
5. Statistical Decision Theory: Decision making process, Decisions under Uncertainty and Decisions under Risk.

Text Reading : Latest Edition

1. J.K. Sharma, "**Mathematics for Management and Computer Applications**", New Delhi, Galgotia Publication,
2. S. Saha, "**Business Mathematics and Quantitative Techniques**", Calcutta, Central Book Agency.
3. Richard I. Levin and D.S. Rubin, "**Statistics for Management**", New Delhi: Prentice Hall of India.
4. S. P. Gupta, "**Statistical Methods**", New Delhi, Sultan Chand and Sons.
5. D. C. Sancheti and V. K. Kapoor, "**Statistics: Theory, Methods and Applications**", New Delhi: Sultan Chand and Sons.
6. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "**Fundamentals of Statistics**", Allahabad: Kitab Mahal.

MM-103C
MANAGERIAL ECONOMICS

Course Objective:

Objective of this Course is to help the students analyze and understand economic environment.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have five theory questions out of which a student will be required to do any four questions. Section B will be of 20 marks and consist of numerical / case(s).

Course Contents

1. **Introduction to economics and managerial economics:** Nature scope, characteristics and Significance of managerial economics. Relationship of managerial economics with economics, operation research, decision making, statistics, accounting.
2. **Fundamental concepts:** Incremental reasoning, Marginal analysis, Equimarginal utility, time perspective, consumer surplus, opportunity cost, time value of money Theories of Firm – Managerial theories – Baumol and Williamson, Behavioral theories – Simon, Cyret and March.
3. **Supply & Demand Analysis** – Concept, Determinates & Types of Demand. Utility and its types, law of Diminishing Marginal utility. Demand Function, Law of Demand. Elasticity of Demand Price, Income, Cross, Advertising & price expectation. Demand Forecasting.
4. **Production and cost analysis:** Meaning of production, production function, short run and long run production analysis. Isoquant curves and Isocost lines, Ridge lines, Equilibrium production, expansion path. Cost – meaning and types of cost, cost function, short run and long run cost function. Economies and diseconomies of scale. Law of supply.
5. **Pricing:** Price determination under perfect competition. Monopoly and Price Discrimination, Monopolistic Competition, Oligopoly – kinked demand curve, cartel formation, price leadership.
6. **Profit:** Meaning, types and theories of profit, profit planning – break even analysis.
7. **Micro-macro interrelations,** Circular flow of economic activity, National Income concepts, Concepts and Objectives of Private Business. Meaning and Phases of Business Cycles: Economic stabilization & Role of govt. in the economy.
8. **Concepts, recent trends (overview only) in Indian Economy, of the following:** Monetary Policy, Fiscal Policy, Foreign Trade Policy, Exchange Rate Policy.

Text Books : Latest Edition

- 1 P.L. Mehta – Managerial Economics, Sultan Chand, New Delhi.
- 2 Mishra & Puri – Micro Economics, Himalaya Publishing House, New Delhi
- 3 G.S. Gupta: Managerial Economics, Tata McGraw Hills, New Delhi
- 4 Peterson & Lewis: Managerial Economics, Princeton Hall of India, New Delhi.

Suggested Books: Latest Edition

- A. Koutsoyiannis – Modern Micro Economics, Macmillan Press, New Delhi
1. Dr. Atmanand – Managerial Economics, Excel books, New Delhi
 2. Howard Davis – Managerial Economics, Macmillan Press, New Delhi
 3. D.N. Dwivedi – Managerial Economics, Vikas Publishing, New Delhi
 4. Hal Varian – Intermediate micro economics, Tata McGraw Hills, New Delhi

MM-104C
ACCOUNTING FOR MANAGERS

Course Objective

Objectives of this course are to acquaint participant with the basic concept of financial, management accounting and cost.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 12 marks and have two theory questions out of which a student will be required to do any one. Section B will be of 48 marks and have five numerical/cases out of which a student will be required to do any four.

Course Contents

Unit I Introduction to Accounting: evolution, significance, accounting principles, concepts & conventions, GAAP, overview of international accounting standards, accounting equation, capital and revenue, types of accounts, rules of debit and credit

Unit II Recording of Transactions – journal, ledger and trial balance. preparation of financial statement – Trading and P & L Account and balance sheet- concepts, format of P&L A/C and balance sheet. (vertical & horizontal), numericals.

Unit III Depreciation: SLM and WDV methods, Concept of Inflation Accounting, Human resources accounting.

Unit IV Introduction to cost accounting: understanding and classifying cost, elements of cost, component of total cost, classification of costs and format & preparation of cost sheet, numerical.

Unit V Standard costing and variance analysis: meaning of standard cost & variance, cost variance, direct material variance, direct labour variance, sales variance and control of variance, numerical, overview of zero based budgeting.

Unit VI Marginal Costing– meaning and difference between absorption costing and marginal costing, marginal cost, utility of marginal costing and its limitations, segregation of semi variable cost.

Unit VII An overview of following: nature of managerial decision making -decisions regarding make or buy, accept a special order, drop a product line, replacement of assets.

Text Readings : Latest Editions

R.L. Gupta, V.K. Gupta, “**Principles of Accountancy**”, Sultan Chand & Sons.

S.N. Maheshwari, “**Introduction to Accounting**”, Vikas Publishing House, New Delhi.

S N Maheshwari, “**Cost Accounting, Theory and Problems**”, Vikas Publications, New Delhi.

Suggested Readings : Latest Editions

S.P. Iyengar, “**Cost Accounting**”, Sultan Chand & Sons.

Robert N. Anthony and James S. Recee, “**Accounting Principles**”, New Delhi: A.I.T.B.S. Pub. And Distributions.

R.P.Rastogi, “**Graded Problems and Solutions in Financial Management**”, Galgotia Publication, New Delhi.

MM-105C
MARKETING MANAGEMENT

Course Objectives

The objectives of this course are to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have five theory questions out of which a student will be required to do any four questions. Section B will be of 20 marks and consist of numerical / case(s).

Course Contents

1. **Marketing Concepts:** Customer Value and Satisfaction, Customers Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value chain, scanning the Marketing Environment.
2. **Market Segmentation, Targeting, Positioning:** Market segmentations, levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation, developing a positioning strategy. Marketing Information System and Marketing Research Process.
3. **Product Decision:** Objectives, Product classification, Product-Mix, Product life cycle strategies, equity, challenges, repositioning branding, introduction and factors contributing the growth of packaging, introduction of labeling.
4. **Pricing Decision:** Factors affecting price, pricing methods and strategies.
5. **Distribution Decisions:** Importance and Functions of Distribution Channel, Considerations in
6. Distribution Channel Decisions, Distribution Channel Members.
7. **Promotion Decisions:** A view of Communication Process, developing effective communication, Promotion-Mix elements.
8. **Marketing Strategies for Leaders, Challengers, Followers and Nichers:** Expanding to market, defining market share, expanding market share, defining the strategic object and openness, choosing a goal attacking strategies, market follower strategies.
9. **Emerging Trends in Marketing:** An introduction to Internet Marketing, Multi level Marketing, and Introduction of CRM & EVENT marketing.

Text Readings : Latest Edition

1. Philip Kotler “**Principles of Marketing Management**”, New Delhi: Prentice Hall of India.
2. Philip Kotler, “**Marketing Management, Planning Analysis and Control**”, New Delhi, Pearson Education.

Suggested Readings : Latest Edition

1. William L. Pride and O.C. Ferrell, “**Marketing Concepts and Strategies**”, Boston: Houghton Mifflin Co.
2. Marketing Management, Rajan Saxena, Tata McGrahill.

MM – 106C

BUSINESS ETHICS AND INDIAN ETHOS

Course objectives

The objectives of this course are to help students gain an understanding of Business Ethics and application of Indian Values in Managerial Decision making.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have five theory questions out of which a student will be required to do any four questions. Section B will be of 20 marks and consist of case(s).

Course Contents

Section A

PART – I BUSINESS ETHICS

1. The Nature and Purpose of Ethical Reflections : Introduction, Definition of Ethics, Moral Behaviour, Characteristics of Moral Standards.
2. Business Ethics : Mediating between Moral Demands and Interest, Relative Autonomy of Business Morality, Studies in Business Ethics, Role of Ethics in Business, Theory of Voluntary Mediation, Participatory Ethics.
3. Moral Responsibility : Introduction; Balanced Concept of Freedom, Individual Responsibility, Implications related to Modern Issues, Public Accountability and Entrepreneurial Responsibility, Moral Corporate Excellence, Corporate Responsibility.
4. Business Ethics and Individual Interest : Interest based Outlook, Impact of Interest on Moral Goals and Moral Principles, Utilitarian Views on Business Ethics, Enlightened Egoism.
5. Duty ethics in the Business Environment.
6. Theories of Virtue : Productive Practices and Team Motivation, Prospects of Virtues in Business Ethics and Management Theory.

PART - II MANAGEMENT BY INDIAN ETHOS

1. Management, Culture and Ethos - Role and Significance of Ethos in Managerial Practices, Is Management Culture Bound? (Discuss).
2. Sources of Indian Ethos in Management : Vedas, Shastras, Smrities, Puranas, Upnishads, Ramayan, Mahabharat, Arthashastra, Ramcharitamanas, Panchatantra, Hitopadesh, Guru Granth Sahib, Teachings of Buddha and Mahaveer, the Holy Bible, the Holy Quran. (Why should Holy Bible and Quran be also included amongst sources of Indian Ethics in Management; Discussion) etc. –examples and models from the above texts.
3. Models of Leadership and Motivation in Indian Thoughts, Examples from Scriptures.
4. Human Behaviour – Indian Thoughts, Guna Theory, Sanskara Theory.
5. Karma Theory, Nishkama Karma Yoga and Professionalism.
6. Personal and Managerial Effectiveness in Indian Thoughts - Management of the Self – Management of body, thoughts and emotions; Interpersonal and Group Effectiveness.
7. Cultural Heritage of India and its relevance for Modern Management : Concept of ‘Pancha - Rina’ (five-fold debts) and Corporate Social Responsibility, Four – fold Life Goals (Purusharth Chatushtaya) and Business, Sanskaras Values Vs. Skills – Supremacy of Values over Skills (Discussion), Role Vs. Self.
8. Work Place Spirituality.

Section B

Cases in Business Ethics and Management by Indian Values.

Suggested Readings : Latest Edition

1. A.C Fernando, **Business Ethics: An Indian Perspective**, Pearson.
2. Weiss, **Business Ethics concept & cases**, Cengage Learning.
- 3 Velasquez, **Business Ethics, Concepts & Cases**.
- 4 Murthy, **Business Ethics**, Himalaya Publishing House.
- 5 Al Gini, **Case Studies in Business Ethics**, Pearson Education.
6. Shashtri J.L., **Ancient Indian Tradition and Mythology**, Motilal Banarsidas, New Delhi
7. F. Max Muller , **Sacred Books of East** ,Motilal Banarsidas, New Delhi
8. S.K. Chakraborty, **Ethics in Management-Vedantic Approach**, New Delhi, Oxford India Ltd.,
9. Swami Jitatananda, **Indian Ethos for Management**, Rajkot, Ramakrishna Ashrama.
- 10 Swami Someswarananda, **Indian Wisdom for Management**, Ahmedabad, AMA.
11. Swami Ranganathananda, **Universal Message of the Bhagvad Gita**, Vol. 1 , 2 and 3, Caicuna Advaita Ashrama.
12. Peter Brately “The Essence of Business Ethics”, New Delhi, Prentice Hall of India.
13. William K. Frankena, “ Ethics:”, New Delhi, Prentice Hall of India.
- 14 Norman E. Bowle and Ronald F. Duska, “Business Ethics”, New Jercey, Prentice Hall Inc.
- 15 Swami Someshwarananda, “Business Management Redefined- the Gita Way”, Mumbai Jaico Publishing House.
- 16 Swami Jitemananda, “ Indian Ethos for Management, Rajkot, Ramkrishna Ashrama.
- 17 S.K. Chakraborty, “ Management Transformation by Values”, New Delhi, Sage Publication.
- 18 S.K. Chakraborty, “ Management by Values”, New Delhi, Oxford University Press.
- 19 Ahmadabad Management Association (AMA), “Ancient Indian Wisdom for Self Development”, Ahmedabad.
- 20 Narayana, “ Transformation to Transcendence- Breakthrough Ideas for Leadership in the New Millennium”, Ahmadabad AMA.
- 21 Ahmadabad Management Association (AMA), “Inspiration from Indian Wisdom for Management”, Ahmedabad.
- 22 Ahmadabad Management Association (AMA), “Ancient Indian Wisdom for Motivation”, Ahmedabad.
- 23 Text of Holy Bible and Quran .
- 24 G. Narayana, “ The Responsible Leader- A Journey Through Gita”, Ahmadabad, AMA. Delhi.

MM-107C IT FOR MANAGERS

Course Objective

The objective of this course is to help students to understand the basics of Information Technology, Computer Hardware, Software, Applications, Databases, Internet and related issues section B of the subject course is to help students to understand the basics of Information Systems, and issues related to Design and Development of Information Systems.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have five theory questions out of which a student will be required to do any four questions. Section B will be of 20 marks and consist of case(s).

Course Content

PART- A

Introduction to Computer:

Hardware: Input / output devices, storage devices and memory.

Software: System and Application Software, Compilers, Interpreters and Assemblers. Computer

Languages: Levels of languages, generation and their features. Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system.

Internet: Concepts & Services, Hardware and software requirements, type of Internet connections

Operating Systems

WINDOWS XP: Basic Operations, utilities and features.

UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am i, banner, date, kill, etc.).

Application Software (MS-Office XP 2003)

Word processing using MS Word Understand interface of Microsoft Word

- Formatting (Index, Tab, bullet, numbering, etc.); Adding images, comments, symbols, diagrams
- Adding header and footer, adding, Changing Case, Text Direction, Rearranging Text into Columns ;Mail Merge
- Columns text (Tables, pictures, etc.);Importing and exporting data and files

Spreadsheets using MS Excel

- Understand interface of Microsoft Excel; entering data (numeric, text, date, time, comments)
- Editing (update values, copying, moving, drag & drop, delete / insert rows & columns)
- Formatting (text style, text orientation, increase/decrease width of columns and rows)
- Changing Chart and Data Series; Charts (bar, pie, line, etc.)
- Value Axis Scaling and Formatting Lines ;Consolidating Data ;Creating Automatic Subtotals.
- Using Pivot Tables and Pivot Charts ;11.Using Analysis Tool – Goal Seek and Solver

Presentations using Power Point

- Understand the interface of Power Point; Creating presentations using Wizards
- Creating blank presentation; Various type of views and their uses
- Applying templates on presentations; Applying color schemes on presentations
- Implementing Slide Transactions and Custom Animations; OLE Concepts

Database Creation Using Access

- Creating tables (Understanding fields, data types, range etc.) ; Establishing relationships
- Creating Tables using Wizard; Creating Tables using Data View
- Creating Select Queries; Designing queries with QBE Grid
- Creating other types of queries (Cross tab, update etc.); Creating forms using wizards and Toolbar
- Inserting data in tables using forms ;Validating Forms ;Creating Reports for table data

PART- B

1. **Introduction to Information Systems:** Definition, Information Systems and Society, A Business as a System, Information Processing Concepts, Information Systems Concepts, and Recognizing Information Systems.

2 **Types of Information Processing Systems:** Overview of Six Major Types of Systems: Transaction Processing Systems, Office Automation Systems, Knowledge Work Systems, Management Information Systems, Decision Support Systems, and Executive Support Systems.

3 **The Information Systems Environment:** The Systems Development Life Cycle: The SDLC – Recognition of Need, Feasibility Study, Analysis, Design, Implementation, and Considerations for Candidate Systems and the Role of System Analyst.

4 **System Analysis and Design:** System Planning and Initial Investigation, Information Gathering, The Tools of Structured Analysis - DFDs, Data dictionary, Decision Trees, and Decision Tables, Feasibility Study, and Cost/Benefit Analysis. System Design: The Process Stage of Systems Design, Input / Output and Form Design, File Organization and Data Base Design, Programme Design.

Text Reading : Latest Edition

1. Suresh K. Basandra, “**Computers Today**”, Galgotia Publications Pvt. Ltd., New Delhi.
2. P.K. Sinha, “**Computer Fundamentals**”, BPB Publications, New Delhi.
3. Laurie Ulrich, “**Tech yourself Microsoft Office 2000 in 21 days**”, Techmedia, New Delhi.
4. Sumitabha Das, “**Unix Concepts and Applications**”, Tata McGraw Hill Pub. Co. Ltd., New Delhi.
5. Muneesh Kumar, “**Business Information Systems**”, Vikas Publishing House Pvt. Ltd., New Delhi.
6. James A. O’Brien, “**Management Information Systems**”, Galgotia Publications Pvt. Ltd., New Delhi.
7. Elias M. Awad, “**System Analysis and Design**”, Galgotia Publishing Pvt. Ltd., New Delhi.

Suggested Readings : Latest Edition

7. S. Jaiswal, “**Information Technology Today**”, Galgotia Publications Pvt. Ltd., New Delhi.
8. Alexis Leon & Mathews Leon, “**Fundamentals of Information Technology**”, Vikas Publishing House Pvt. Ltd., New Delhi.

MM-108C COMMUNICATION SKILLS

Course Objectives

The objectives of the course are to help the students acquire the basics of interpersonal communication and public speaking, so as to improve his communication skills and ability to understand others.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have five theory questions out of which a student will be required to do any four questions. Section B will be of 20 marks and consist of case(s).

Course Contents

1. **Introduction:** Defining Communication, Process of Communication, Communication Model, Objectives of Communication, Principles of Effective Communication, Importance of Business Communication, and Importance of Feedback.
2. **Factors Affecting Communication:** Perception and Reality, Physical, Organizational, Psychological and Socio-cultural Barriers to Communication, Effective Listening- Types and Essentials of effective listening, Reading & Comprehension Strategies
3. **Channels, Types and Forms of Communication:** Verbal, Non-verbal, Formal, Informal, Internal, External and Communication Networks.
4. **Designing for Effective Communication:** Techniques of Oral Presentations, Communication approaches during Interviews, Understanding the Composition Process, Defining the Purpose, Analyzing the Audience, Establishing the main idea, Selecting the Appropriate Channel and Medium, Meeting Etiquettes.
5. **Interpersonal Communication:** Transactional Analysis, Johari Window, Personality Types and Communication style.
6. **Mechanism of Business Writing:** Approaches to writing-Direct, Indirect and Persuasive Styles, Cover Letters: Writing the Opening Paragraph, Summarizing the Key Selling Points, Writing the Closing Paragraph. Writing Résumé's, Reports and Proposals, Drafting e-mails, memos
7. **Negotiation Skills:** Basic principles, Process of Negotiation-Preparation, developing a Strategy, Getting Started, Building Understanding, Bargaining, Closing. Barriers of Negotiation, Essentials of Negotiation.
8. **Contemporary Trends:** Technology enabled Communication, online etiquettes, Cell phone etiquettes, Introduction to Corporate Communication, Ethics in Business communication.

Text Readings: Latest Edition.

1. William V. Ruch, **Business Communication**, Maxwell Macmillan, New York.
2. Lani Arredono, **The McGraw-Hill 36-Hour Course: Business Presentation**, McGraw-Hill, New York.
3. Bill Scott, **The Skills of Communication**, Jaico, Bombay.
4. Ronald E. Dulek and John S. Fielden, **Principles of Business Communication**, McMillan, New York.
5. Effective Technical Communication by M Ashraf Rizvi
6. Business Communication by Raman & Singh
7. M.Raman and P.Singh, **Business Communication**, latest edition, Oxford University Press, India.
8. D. Fisher, **Communication in Organizations**, latest edition, Jaico Publishing House, India.
9. M. E. Guffy, **Essentials of Business Communication**, latest edition, Thomson Publishers.
10. S. Taylor, **Communication for Business**, latest edition, Pearson Education.

MBA (MARKETING MANAGEMENT)
SYLLABUS
SEMESTER – II
(PAGE – 13 to 20)

MM-201C
OPERATIONS RESEARCH

Course Objective

The objective of this course is to help the students acquire quantitative tools, and use these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be of 60 marks.

Course Contents

1. Quantitative Techniques and Operations Research: Meaning, Scope of Quantitative Techniques and Operations Research in Management, Advantages and Limitations of Quantitative Techniques/Operation Research.
2. Linear Programming: Meaning of Linear programming, General Mathematical Formulation of LPP, Graphical Analysis, Simplex Method, Big-M Method, Advantage and limitations of LPP.
3. (a) Transportation Model: Transportation Problem as a particular case of LPP Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method.
(b) Assignment Problem: Assignment Model as a particular case of transportation model, formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization) Route Allocation.
4. Dynamic Programming, Goal Programming, Integer programming and Quadratic Programming – Concepts and Applications only. No numericals.
5. Waiting Line Models: Introduction, Scope in Management Decisions, Queuing Models M/M/1 (Infinite and Finite Population), concepts and applications of M/M/C.
6. Replacement Models: Introduction, Scope in Management, Single Equipment Replacement Model and Group Replacement. Replacement of items which deteriorate with time and items which fails suddenly.
7. Game Theory: Introduction to Games, Maximin and Minimax Principles, Pure and Mixed Strategies, Rule of dominance, Solutions of Games using –Algebraic and Graphical Methods, Game Theory and Linear Programming.
8. Markov Chain Analysis: Computation of sequential probability of states for different periods, Steady State Probability of states and application of Markov Chain.
9. Simulation: Introduction to simulation, Monte Carlo Technique and its applications.

Text Reading: latest edition

1. S. D. Sharma, "**Operations Research**", Meerut: Kedar Nath Ram Nath and Co., Latest Edition.
2. N. D. Vohra. "**Quantitative Techniques**", New Delhi: Tata McGraw Hill Pub. Latest Edition.
3. Hamdy A. Taha, "**Operations Research: An Introduction**", New Delhi: Prentice Hall of India Pvt. Ltd. Latest Edition.
4. Haruly M. Wagner, "**Principles of Operations Research with application to managerial decisions**", New Delhi: Prentice Hall of India Pvt. Ltd, Latest Edition.
5. V. K. Kapoor, "**Problems and Solutions in Operations Research**", New Delhi: Sultan Chand and Sons, Latest Edition.

Suggesting Readings

1. P. K. Gupta and D. S. Hira, "**Operations Research**", New Delhi: Sultan Chand Publications, Latest Edition.
2. U. K. Shrivastava, G. V. Shenoy, S. C. Sharma, "**Quantitative Techniques for Managerial Decisions**", New Delhi: Wiley Eastern Ltd., Latest Edition.
3. Bobby Srinivasan and C. L. Sandblom, "**Quantitative Analysis for Business Decisions**," Singapore. McGraw-Hill Publications, Latest Edition.

MM-202C
SALES MANAGEMENT

Course Objectives

The objective of this course is to acquire the skills for managing sales efforts.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks.

Course Contents

1. Personal Selling: The Role of personal selling in marketing mix. The personal selling process, Personal selling objectives, Types of Sales Jobs.
2. Theories of Sales Management: objectives, Nature and Scope. Buyer - Seller Dyads, Theories of selling - AIDAS Theory, "Right set of circumstances" Theory, "Buying Formula" Theory, and Behavioural Equation Theory of selling.
3. Sales Planning: Sales Organization, Sales Forecasting, Sales Budgeting, Territory Design and Setting Quotas.
4. Operational Sales Management: Sales Meetings, Selection, Training, Motivation and Compensation.
5. Controlling Sales Efforts: Sales control and audit, Performance evaluation and monitoring of sales force.
6. Emerging trends and careers in Sales Management.

Text Readings: latest edition

1. Cundiff and Govni, "**Sales Management - Decisions, Strategy and Cases**", New Delhi: Prentice Hall of India.
2. Ingram, Laforge, Avila, Schwepker and Williams, "**Sales Management**",

Suggested Readings: latest edition

1. Johnson, Kurtz and Scheving—"Sales Management, Concept Practice and Cases", TMH.
2. Churchill/Ford/Walkar, Sales Force Management.
3. Spiro, Stanton, Rich, Management of Sales Force.
4. Hair – Sales Management – Cengage
5. Manning, Selling Today : Creating Customer Value Pearson.

MM-203C

SUPPLY CHAIN MANAGEMENT

Course Objective The course is designed to explain basic theory and techniques of SCM to examine the issues and problems associated with logistics in a changing business environment and show how SCM can improve an enterprises effectiveness and competitiveness. Student would be encouraged to use computer software packages for problem solving.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks.

Course Contents:

1. **Introduction to Supply Chain Management-** Concept, Scope, Objectives and importance of supply chain, Supply chain components, Drivers of supply chain management. Achieving strategic. Six sigma concept
2. **Planning Demand and Supply Chain** – Role of forecasting in supply chain, Forecasting Methods, Aggregate Planning in a Supply Chain, Managing Supply and Demand, Models for Supply Chain Decision Making.
3. **Managing Inventory** – Role of Cycle Inventory, Estimating Cycle Inventory, EOQ, continuous replenishment model, Costing Pricing, Role of Safety Inventory, Determining Level of Safety Inventory, Estimating and Managing Safety Inventory.
4. **Transportation and Facility Decisions** – Factors Affecting Transportation and Network Design Decisions, Modes of Transportation, Routing and Scheduling in Transportation, Models for Facility Location and Capacity Allocation.
5. **A Framework for Strategic Alliances** - Third Party Logistics; Retailer – Supplies Partnerships, Types and Key issues; Distribution Integration, Types and Key Issues; Procurement and Outsourcing Strategies.
6. **IT Technology and E-Business in Supply Chain Management** – Role of IT in Supply Chain, Importance and Use of Information in Supply Chain, Infrastructure and Interface Devices.
7. **Green Supply Chain** – Environment Management, Carbon foot print.
8. **Distribution Management & Customer Satisfaction** – Customer Service Through Effective and Responsive Supply Chain, Supply Chain for Customer Satisfaction, Enhancing Customer Relationship through Supply Chain Management.

Suggested Readings:- latest edition

1. "Supply Chain Management", Sunil Chopra and Peter Meindl. Pearson Education. Delhi.
2. "Designing and Managing the Supply Chain", David Simchi Levi, Philip Kaminsky and Edith Simchi-Levi, Tata McGraw Hill.
3. "Business Logistics/Supply Chain Management", Ronald H. Ballou. Pearson Education. Delhi.
4. B.S. Sahay Supply Chain Management, New Delhi: Wheeler.
5. Wosmer – Supply chain management, Cengage
6. Altekar – Supply chain Management – PHI .
7. Supply Chain Management Jagat, Shah, Pearson.

MM-204C MARKETING RESEARCH

Course Objectives

The objective of the course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report (s) / paper(s).

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks.

Course contents

1. **Introduction to Marketing Research:** Role and Objectives of Marketing Research, Type of marketing research, Research process: Overview, problems encountered by researcher, Application of marketing research
2. **Research Design:** Selecting research problem, defining research problem, need for research design, features of a good research design and different research designs (exploratory, descriptive, experimental and diagnostic research, hypothesis testing).
3. **Sources of Data & Sampling Technique :** Secondary and primary sources, standardized sources, use of internet. Sampling Theory and Design of Sample Survey: Census vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors.
4. **Measurement of Scaling Concepts:** Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales, Designing questionnaires and interview guidelines.
5. **Data Collection and Analysis:** Collection, Organization, Presentation, Analysis and Interpretation of Primary and Secondary Data, Multiple Regression, Factor Analysis, Cluster Analysis, Perceptual Mapping, Multidimensional Scaling, Discriminate and Canonical Analysis, Conjoint Analysis.
6. **Interpretations and Report Writing:** Meaning of interpretation, Techniques of Interpretation, precautions in interpretations, significance of report writing, steps in report writing, layout of report and precautions in writing research reports.
7. **Marketing Research Applications:** Traditional Applications of Marketing Research - Product, Price, Distribution and Promotion; Contemporary Applications – Brand Equity, Customer Satisfactions; Emerging Applications – Database Marketing, Relationship Marketing, CRM, SCM.

Suggested Reading:-

1. Rajendra Nargundkar, Marketing Research Text and Cases, Tata McGraw Hill.
2. Donald R. Cooper and P.S. Schindler, Marketing Research concepts and Cases, Tata McGraw Hill.
3. P.E. Green, D.S. Tall and G. Albaum, Research for Marketing Decisions, PHI.
4. H.W. Boyd, R. Westfall and S.F. Stasch, Marketing Research -Text and Cases, Richerd D. Irwin.
5. Naresh K. Malhotra, Marketing Research An Applied Orientation, Pearson Education
6. Elhance, Fundamental of Statistics, Kitab Mahal

MM-205C CONSUMER BEHAVIOUR

Course Objectives

The objectives of this course are to help students gain an understanding of Consumer Behaviour and their applications.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks.

Course Contents

1. Introduction to Consumer Behavior and Consumer Research: Nature, Scope and application of Consumer Behavior and Consumer Research.
2. Consumer Decision Processes
 - a. Pre-purchase process: Information processing,
 - b. Purchase Processes: Consumer Decision rules.
 - c. Post Purchase Processes: Framework, dissonance satisfaction / dissatisfaction.
3. Consumer Behaviour Models
 - a. Nicosia Model b. Howard Sheth Model
 - c. Engel-Blackwell and Miniard Model d. Sheth Family Decision Making Model.
4. Individual Determinants of Consumer Behavior: Demographics Psychographics, Personality, Life Style, Perception, Motivation, Involvement, Knowledge, belief, Feelings, and attitudes.
5. Environmental Influences on Consumer Behavior: Culture, Cross cultural understanding, social class, family. Family life-cycle group and personal influence, word of mouth communication, opinion leadership.
6. Future of Consumer Behaviour.
7. Consumer Behaviour in Indian Context.

Text Readings:

1. Balckwell; R.D., Miniard, P.W. and Engel, J.F., “**Consumer Behaviour**”, Cengage.
2. Schiffman L.G. and Kanuk L.L., “**Consumer Behaviour**”, Pearson 2011
3. Mukharjee – Consumer Behaviour, Cengage – 2011
4. Majumdar : Consumer Behaviour, PHI- 2010

Suggested Readings

1. Assel, H., “**Consumer Behaviour**”, Thomson
2. Solomon M.R., “**Consumer Behaviour**”, PHI

MM-206C

PRODUCT MANAGEMENT

Course Objective

The objective of this course is to acquire the conceptual understanding of Product Policy Management and its applications for corporate growth and development.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks.

Course Content

1. Introduction to Product policy Management: Why Product Management, Relationship between Competition, Marketing and Product Management, Types of Product, Product classification, Product Management Process.
2. Product Manager: Functions of Product Manager, Role and Responsibilities of Product Manager, Qualities required for successful Product Manager.
3. Product Life Cycle: Concept of PLC, Operationalizing the aspects of PLC concept, PLC as forecasting model, PLC as guideline for Marketing Strategy, Extension of PLC.
4. Product Planning and Strategies: Proposed Product Planning Model-Setting Objectives, Monitoring the Environment, Situation Analysis, Development of a Product/Market Program, Product Mix Strategy.
5. Defining Competitive set & Competitor Analysis and Developing Product Positioning Strategy.
6. Product Design and New Product Development: Characteristics of Successful Product Development, New Product Development Process and Organizations.
7. Test Marketing Product Launch and Commercialization: Test Marketing Objectives, Limitations of Test Marketing, Design Consideration in Test Marketing, Alternatives to test Marketing Procedures, Product Launch Tracking, Relaunch.
8. Future Trends and Product Management: Obstacles to success of Product Management, Copying Strategies, Direction of Future Research, Product Patenting.

Text Readings

1. S.A. Chunawala – Product Management Himalaya Publication.
2. Wind Yoram J., “**Product Policy: Concepts, Methods and Strategies**”, Massachusetts, Addison-Wesley Pub. Co., Reading USA.
3. Baker Michael and Hart Susan, “**Product Strategy and Management**”, London, Prentice Hall.
4. Ramanuj Majumdar, “**Product Management in India**”, New Delhi, Prentice Hall, India.
5. Lehman, D.R. and Winer, R.S., “**Product Management**”. TMH 2009

Suggested Readings

1. Ward John, “**Profitable Product Management**”, London, Willilam Heinemann Ltd.
2. Urban L. Glan, Hauser R. John, and Dholkia Nilkesh, “**Essentials of New Product Management**”, New Jersey, Prentice Hall, Englewood Cliff.
3. Ulrich Karl T., Eppinger Steven D., “**Product Design and Development**”, Boston, Irwin McGraw Hill.

MM-207C
ORGANIZATIONAL BEHAVIOUR

Course Objectives

Objective of this course is to help students to understand human Behaviour in organizations so that they improve their managerial effectiveness.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks.

Course Contents

1 Focus and Purpose: Definition, need and importance of O.B, Organization Behaviour Models.

2. Foundations of Individual Behaviour: Basics of Personality, Learning, Perception, Attitudes and Cognitive Dissonance theory.

3 Motivation: Concept and theories of motivation: McGregor, Maslow's , Herzberg's , Aldefer , Vroom's .

3 Group Dynamics: Group Structure types and processes, Team Building and Group Decision Making.

4 Leadership and Power: Meaning, Importance, Style, Theories, Trait, Managerial Grid. Fiedler's Model, Hersey and Blanchard's Situational theory, Path Goal theory.

5 Dynamics of OB: Power and Politics, Conflict and Conflict Management, Work stress, Organizational Change.

Text Reading (Latest Edition)

1. Stephen P. Robbins,, Seema Sanghi “**Organizational Behaviour**”, Pearson Education, Latest Edition.

2. Nelson, **Organisational Behaviour, Latest Edition**, Cengage Learning, India

3. R.S.Dwivedi, “**Human Relations and Organizational Behavior: A Global Perspective**”, Macmillan, Latest Edition.

4 Fred Luthans, “**Organizational Behaviour**”, New York, McGraw Hill, Latest Edition.

5 Newstrom “**Organizational Behaviour: Human Behaviour at work**”, Tata McGraw Hills, Latest Edition.

Suggested Reading (Latest Edition)

1. Jerald Greenberg and Robert A. Baron, **Behaviour in Organisations**, PHI Learning Latest Edition.

2. Hitt, Millar, Colella, **Organizational Behaviour A Strategic Approach**, Wiley India edition

3. Udai Pareek, **Understanding Organizational Behavior**, Oxford, 2nd Edition, Latest Edition.

4. Jai B P Sinha, **Culture and Organizational Behaviour**, Sage Publication , Latest Edition.

5. Kavita Singh **Organizational Behaviour Text and Cases**, New Delhi, Pearson Education, Latest Edition.

MM-208C
FINANCIAL MANAGEMENT

Objective

The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be of 60 marks.

Contents

1. Introduction: Concept of Finance, Corporate Finance, Finance Functions and other functions. Structures of the Financial System. Meaning and Objectives of Financial Management, Scope and Functions of Financial Management, Wealth Maximization v/s Profit Maximization. Short Term and Long Term Sources of Finance in India.
2. Cost-Volume-Profit Analysis: Concept, BEP in units, BEP in rupees, Multiproduct BEP, Margin of Safety, P/V Ratio.
3. Ratio Analysis: Liquidity, Profitability, Leverage and Activity Ratios. Calculation and Interpretation.
4. Investment Decisions : Time Value of Money, DCF and Non DCF Methods for Evaluating Projects, Cost of Debt, Cost of Preference, Cost of Equity, Weighted Average Cost of Capital.
5. Leverage Analysis: Determination of operating leverage, financial leverage and total leverage, Leverage and Financial Distress.
6. Statement of Changes in Financial Position: Funds Flow Statement; Total Resource Method, Working Capital Method and Cash Method, Cash Flow Analysis.
7. Capital Structure and Firms Value: Net Income Approach, Net Operating Income Approach, Traditional Approach, MM Approach. EBIT --- EPS Analysis, ROI --- ROE Analysis.
8. Dividend Policy: Relevance and Irrelevance Theories of Dividend, Factors affecting the dividend policy, Alternative Forms of Dividend..
9. Working Capital Management: Cash and Liquidity Management, Credit Management, Determination of Working Capital and its Financing, CMA form for Working Capital

Reference Books (Latest Editions)

1. Pandey, I.M. financial Management, Vikas Publishing House, New Delhi.
2. Khan M.Y. and Jain P.K. Financial Management, Tata McGraw Hill, New Delhi.
3. Keown, Arthu J., Martin, John D., Petty, J. William and Scott, David F, Financial Management. Pearson Education.
4. Chandra, Prasanna; Financial Management TMH, New Delhi.
5. Van Horn, James C., Financial management and Policy, Prentice Hall of India.
6. Brigham & Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.
7. Kishore, R., Financial Management, Taxmans Publishing House, New Delhi.

MBA (MARKETING MANAGEMENT)

SYLLABUS

SEMESTER – III

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MM – 301C
BUSINESS INTELLIGENCE

Course Objective :

The objective of teaching this course is to enable students to integrate knowledge of various functional areas and technologies use for business integration.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be of 60 marks.

Contents:

1. ERP (Enterprise Resource Planning) Overview of ERP, Objective of ERP, ERP evolution, Trades in ERP ,ERP Technology, Benefits and challenges of ERP, Different types of ERP Software, ERP Implementation & challenges
2. SCM (Supply Chain Management): Overview of Supply Chain Management Identifying Supply Chains, Key Supply Chain Management Processes, Evolution of Supply Chain Management, Creating Value through Supply Chain Management, The Impact of globalization on Supply Chain Management, Supply Chain Management Strategy, Elements of Supply Chain Management, Logistics network configuration, data Collection and validation, key features of Network configuration. Supply Chain integration.
3. BRP (Business Process Re-Engineering): Evolution of Business and BPR: Introduction, evolution of Organization and Management Concepts, The realities of the New Economy, he Twenty-first Century Organization, Re-engineering Defined. Characteristics and Implications of Re-engineered business processes: Characteristics of Re-engineered processes, Change accompanying business process Re-engineering. The role of information technology, creativity and human resources in Re-engineering BPR implementation: Re-engineering Implementation Framework, Succeeding at Reengineering, and BPR Barriers.
4. Knowledge Management: The Basics of knowledge Management Concept of Knowledge Management, KM Myths And Life Cycle, Intelligence, Experience and common sense, Data Information and Knowledge, Types of Knowledge and Expert Knowledge, KM system Life Cycle Knowledge Creation and Knowledge Architecture.
5. Data Mining (DM) & Delaware House(DW): Data ware Housing introduction and general principle , OLTP , DM Architecture fundamentals , data Mart Approaches to Architecture, DW process and design Data Mining fundamentals concepts, DM Architecture, DM Techniques , Issues & Challenges, DM for Research and Business, DM tools & Application Books: (Latest Edition)

Text & Suggested Reading

1. Janak Shah “ Supply Chain Management ” by, Pearson Education. Latest Edition.
2. Rangaraj, Supply Chain Management for Competitive Advantage, TMH Latest Edition.
3. Ailawadi and Singh, Logistics Management, PHI, Latest Edition.
4. Elias M. A wad and Hassan M. Ghaziri, Knowledge Management, Pearson Education, Latest Edition.
5. R Radhakrishnan and S Balasubramanan, Business Process Reengineering-Text and Cases, PHI, Latest Edition.
6. ERP Text and case studies by CSV Murthy ,Himalaya Publishing House , New Delhi
7. Data Modeling , A Beginner Guide By Andy Oppel , Published by McGraw Hill

MM – 302C

BUSINESS TO BUSINESS MARKETING

Course Objectives

The objectives of this course are to expose the student to various aspects of B2B Marketing and develop abilities in market orientation.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Course Contents

1. The nature and concepts of B2B Marketing, difference between B2B and B2C marketing, Market orientation, knowing your market, Resellers marketing.
2. Understanding B2B Marketing, Organizational Customers, Governmental agencies, Institutions, Characteristics of organizational procurement. B2B Marketing Environment, Strategies for Managing the B2B Marketing Environment.
3. Organizational Buying and Buyer Behaviour: Concepts and Models of Organizational Buying Behaviour, Interpersonal dynamics of organizations' purchasing Behaviour. Buying center involvement and interaction patterns, joint decision-making, conflict and resolution in joint decision-making, the buying committee, supplier choice and evaluation.
4. The strategic planning process in B2B marketing.
5. Analyzing the organization market, B2B Market Segmentation, basis for Segmenting B2B markets, Target, Marketing and Positioning.
6. Formulating channel strategies: Marketing channel participants, Physical distribution and customer service, Formulating the marketing communication - Personal selling, Advertising, sales promotion and publicity.
7. Business Pricing: Price determinants, Pricing decisions, price policy, distribution pricing.

Text & Suggested Readings: latest editions

1. Robert R.Reeder, Edward G.Brierty, and Betty H. Reeder. "Industrial Marketing, Analysis, Planning and Control", New Delhi, Edward, PHI.
3. Krishna K. Havldar, "Industrial Marketing", Tata Mc Graw Hill, Delhi.
4. Michael H. Morris – "Industrial and Organizational Marketing". New York, Macmillian.

MM – 303C
HUMAN RESOURCE MANAGEMENT

Course Objectives

The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India. Attention will also be paid to help them develop their communication and decision making skills through case discussions, role-plays etc.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Contents:

- 1. The Field of HRM:** An Overview, Concept Evolution and Functions, Strategic HRM and Global Issues.
- 2. Acquisition of Human Resources:** Job Analysis, H.R. Planning, Recruitment Selection, Induction, Placement Promotion and Transfer.
- 3. Training and Development:** Objectives, Training & Development Process, Training Methods.
- 4. Performance Appraisal :** Objectives, Performance Appraisal Process, Performance Appraisal Methods.
- 5. Maintenance of Human Resources:** Job Evaluation, Employee Compensation, Incentives and Benefits.
- 6. Employee and Work Environment:** Grievance Procedure, QWL, Turnover, VRS.
- 7. Contemporary Issues in HRM:** basics of Balance Score Card, Six Sigma, KM, Competency Mapping and Learning Organization.

Text & Suggested Readings

1. P Subba Rao, "Essentials of Human Resource Management and industrial Relations: Text, Cases and Games", Mumbai, Himalaya, Latest Edition.
2. Robert L. Mathis and John H. Jackson, "Human Resource Management", South Western College Publishing, Latest Edition..
3. David S. Decenzo and Stephen P. Robbins, "Personnel/Human Resource Management", New Delhi, Prentice Hall, Latest Edition.
4. V.S.P. Rao, "Human Resource Management", New Delhi, Latest Edition
5. Michael Armstrong, "A Handbook of Human Resource Practice", London, Kogan Page, Latest Edition.
6. William B. Werther Jr. and Keith Davis, "Human Resources and Personnel Management", Singapore, McGraw Hill, Latest Edition.
7. Biswajeet Patanayak, "Human Resource Management" New Delhi, Prentice Hall India, Latest Edition.
8. Holloway J. Ed., "Performance Measurement and Evaluations", New Delhi, Sage Publications, Latest Edition.
9. Guy V. & Mattock J., "The New international Manager", London, Kogan Press, Latest Edition.

MM – 304C
BUSINESS LAW

Course Objective

The objectives of this course are to acquaint the student with various laws, which are to be observed in performing the day-to-day business. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization without violating them rather than cases.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Course Contents

1. The Indian Contract Act. 1872: Essentials of a valid contract, void and voidable agreements, Performance of contracts, Breach of a Contract and its remedies, Quasi- Contracts.
2. The Sale of Goods Act. 1930: Formation of a Sales Contract.
3. The Negotiable Instrument Act 1881: Nature and Types, Negotiation and Assignment, Holder in due course, Dishonor and Discharge and Negotiable Instruments.
4. The Companies Act 1956: Types of companies, Memorandum and Article of Association, Shareholders and Debenture holders, Minority Protection, Winding up.
5. Law of Insurance: Concept and guideline of marine, fire, life insurance policy.
6. Law of Intellectual Property
7. Consumer Protection Act: Consumer rights, exploitation of consumer, consumer protection, utility of consumerism,
8. I (D & R) Act: Regulation of scheduled industries powers of IDRA, industrial licensing.
9. FEMA: Features, contravention and penalties, evaluation.
10. SEBI: Objective, powers and function, guidelines - for investor's protection, new issue and stock exchange.

Text Reading: latest edition

1. Chawala and Garg, Mercantile Law, New Delhi, Kalyani Publications.
2. M.C. Shukla, A Manual of Mercantile Law, New Delhi, S. Chand & Co. Ltd.
3. S.K. Mishra and V.K. Puri, Economic Environment of Business, New Delhi, Himalaya Publishing House.
4. Francis Cherunilam, Business Environment, New Delhi, Himalaya Publishing House.

MM – 305 E
INTEGRATED MARKETING COMMUNICATIONS

Course Objectives

The objectives of this course are to provide insights into the realities of marketing communication, and imparting knowledge and developing skills to manage integrated marketing Communications campaigns.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Course Content

1. Foundations of IMC: Promotion Mix, Shift from Marketing Communications to IMC, An Overview of IMC, Growth of IMC, Elements of IMC, Role of IMC in the marketing process.
2. IMC Partners: Participants in IMC, Role of advertising agencies, media partners and other marketing communications agencies.
3. IMC Campaign Planning: Marketing Communication Models; IMC planning process, Key issues, Strategies.
4. Advertising Strategy: Advertising campaign, product market analysis, setting advertising objectives, DAGMAR approach, budgeting, creative strategy, media strategy, media planning and media scheduling, Copy design and development, Advertising appeals, message format, copy writing, script and storyboard.
5. Sales Promotion Strategy: Role of Sales Promotion, Trade Promotion and Consumer Promotion, Sales Promotion and other IMC tools
6. Public Relations and Corporate Communications: The PR process, Publics and PR tools, Corporate communications.
7. Direct and Interactive Marketing: Database, catalogue, telemarketing, mobile marketing, internet marketing
8. Personal Selling: The role of personal selling in IMC, Personal Selling Process.
9. Experiential Marketing: Events, Sponsorships, and Designing Environment.
10. Measuring IMC Effectiveness: Pre and Post launch effectiveness; quantitative and qualitative techniques.

Text and Suggested Readings: latest edition

1. Belch, G. E., Belch, M. A., and Purani, Keyoor, Advertising and Promotion – An Integrated Marketing Communications Perspective, Tata McGraw Hill, New Delhi
2. David A. Aaker, Rajeev Batra and Jhon G. Meyer. “Advertising Management”, New Delhi. PHI
3. Clow, K. E. and Baack, D., Integrated Advertising, Promotion, and Marketing Communications, Pearson, New Delhi.
4. Shah, K. and D’Souza, A., Advertising and Promotion – An IMC Perspective, Tata McGraw Hill, New Delhi.
5. J. Thomas Russel and W. Ronald Lane. “Kleppner’s Advertising Procedure”, New Delhi,

MM – 306E
SERVICE MARKETING

Course Objectives

The objectives of the course are to expose students to the nature of industrial and service markets and develop abilities to help them apply marketing concepts in these markets.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Course Contents

1. Services: Service Sector and Economic Growth, Service Concept, Characteristics and Classification of Service.
2. Challenges in Service Marketing. Strategic Issues in Service Marketing: Segmentation, Differentiation and Positioning of Services.
3. Marketing Mix in Services Marketing: Product, Price, Place, Promotion, People, Physical Evidences and Process Decisions.
4. Designing a Service Strategy: Service Management Process; Internal, External and Interactive marketing strategies.
5. Managing Service quality and Productivity: Concept, Dimensions and process; service quality models (Gronnos and Parsuraman) Application and Limitations, Productivity in Services.
6. Applications of Service Marketing: Marketing of Financial, Hospitality, Health, Educational and Professional Services, Marketing for Non-Profit Organizations and NGOs.

Text & Suggested Readings : latest edition

1. Christopher H. Lovelock, “Services Marketing”, New Delhi: Prentice Hall of India.
2. Ravi Shankar, “Services Marketing”, New Delhi, Global Press.
3. V. A. Zeithamal and M. J. Bitner, “Service Marketing: Integrating Customer Across the Firm”, McGraw Hill.

MM – 307E
RETAILING

Course Objectives:

The course enables students to appreciate the importance of retailing and distribution in the emerging market scenario, and equips them with the tools & techniques.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Course Contents

1. Marketing Channels & Supply Chains: Emergence, role and types of marketing channels, channel members and their characteristics, choosing various channel options, factors affecting the choice. Supply chain management (SCM) - advantages gained, physical flow of merchandise, logistics of e-retailing.
2. Retailing: Nature and Importance of retailing, wheel of retailer, Types of retailing ownership based, store based, non-store based, web based. Retail management decisions, Recent Trends in retailing.
3. Strategic Planning in Retailing: Situation analysis, objectives, identification of consumers and positioning, overall strategy, specific activities and control.
4. Identifying & understanding consumer – Consumer demographics & life styles, consumer needs & desires, consumer shopping attitude, consumer decision process, retailer's action. Location, Operation & Merchandise Management : Trading Area Analysis, site selection.
5. Operation & Merchandise Management : Trading Area Analysis, site selection, store formation size and space allocation, store security and credit management. Merchandise plans- forecasts, innovativeness, assortment decisions, brand decisions, timing and allocation, merchandise pricing.
6. Retail Promotion: Building retail store image, atmosphere, layout planning, Retail Promotional mix strategy, Retail store sales promotional schemes.

Text & Suggested Readings : latest edition

1. Berman, Barry and Joel Evans Retail Management
2. Cooper, J. Strategy planning in Logistics and Transportation
3. Cox, Roger and Paul Brittain Retail Management
4. Levy & Weitz Retailing Management
5. Kotter, Philip Marketing Management

MM- 308E
GLOBAL MARKETING

Course Objectives

The objectives of this course are to help the student to gain an understanding of concepts of Global Marketing, types of Global markets, demand and supply position in Global markets, import-export documentation, policies and procedures of foreign trade.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 Marks having theory and cases/practical problems.

Course Contents

1. Global Marketing: Basis of International Trade, Theories of International Trade, Absolute Advantage, comparative advantage, Difference between Domestic, International, Multinational, Global Markets, EPRG Frame work.
2. Scanning of Global Environment: Social, Political, Legal, and Economic. Factors Affecting International Trade: Methods of Entry, Types of Regional Agreements, Role of IMF and WTO in International Trade.
3. Foreign Trade Policy: EXIM Policy 2002-2007 Salient features. Product: International Product Planning, Product Design Strategy, and Branding Strategies. Pricing Strategies: Factors Affecting Global Prices, Methods of Pricing, Transfer Pricing. Distribution System for Global Markets: Direct and Indirect Channels, Factors Affecting Global Channel, Design and Global Channel Management.
4. Promoting Products / Services in Overseas Markets: Perspectives of International Advertising, Standardization v/s Localization.

Text & Suggested Readings :latest edition

1. W. J. Keegan – “Global Marketing Management”, New Delhi, PHI.
2. Sack Onkvisit and John J. Shaw. “International Marketing Analysis and Strategies”, PHI.
3. Subhash S. Jain, “International Marketing Management”, Delhi, CBS Pub. & Dist.
4. M.R Czinkota.and Ronkainen “International marketing”, Dryden Forthworth
5. S.J. Poliwoda, “International Marketing”, New Delhi, Prentice Hall of India

MBA (MARKETING MANAGEMENT)

SYLLABUS

SEMESTER – IV

(PAGE – 30 to 38)

MM-401C STRATEGIC MANAGEMENT

Course Objective

This is a top-level management course, and the objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long-run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Course Contents

1. Meaning, Need and Process of Strategic Management; Business Policy, Corporate Planning and Strategic Management; Single and Multiple SBU organisations; Strategic Decision-Making Processes – Rational-Analytical, Intuitive-Emotional, Political – Behavioural; Universality of Strategic Management; Strategists at Corporate Level and at SBU Level; Interpersonal, Informational and Decision Roles of a Manager.
2. Mission, Business Definition and Objectives; Need, Formulation and changes in these three; Hierarchy of objectives, Specificity of Mission and Objectives.
3. SWOT Analysis General, Industry and International Environmental Factors; Analysis of Environment, Diagnosis of Environment – factors influencing it; Environmental Threat and Opportunity Profile (ETOP); Internal Strengths and Weaknesses; Factors affecting these; Techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP).
4. Strategy Alternatives Grand Strategies and their sub strategies; Stability, Expansion, Retrenchment and Combination; Internal and External Alternatives; Related and Unrelated Alternatives, Horizontal and Vertical Alternatives; Active and Passive Alternatives; International Strategy Variations.
5. Strategy Choice Making Narrowing the choices; Managerial Choice Factors, Choice Processes – Strategic Gap Analysis, ETOP-SAP Matching, BCG Product – Portfolio Matrix, G.E. Nine Cell Planning Grid; Contingency Strategies; Prescriptions for choice of Business Strategy; Choosing International Strategies.
6. Strategy Implementation Implementation Process; Resource Allocation; Organizational Implementation; Plan and Policy Implementation; Leadership Implementation; Implementing Strategy in International Setting.
7. Strategy Evaluations and Control Control and Evaluation Process; Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.

Note: About 50% of Classes will be devoted to theory and 50% to discussion of cases.

Text Readings

1. Lawrence R. Jauch and William F. Glueck, “**Business Policy and Strategic Management**”, McGraw Hill Book Co., New York,

Suggested Readings

1. Glen Boseman and Arvind Phatak, “**Strategic Management : Text and Cases** “ , John Wiley and Sons, Singapore.
2. Daniel J. McCarthy, Robert J. Minichiello, and Joseph R. Curran, “**Business Policy and Strategy**” Richard D. Irwin, AITBS, New Delhi.
3. Roanld C. Christenesen., Kenneth R. Andrews and Joseph L. Bower, “**Business Policy – Text and Cases** “ , Richard D. Irwin, Inc., Illinois.
4. Azha Kazmi, “ **Business Policy**”, Tata McGraw Hill, New Delhi.
5. P.K. Ghosh, “**Business Policy, Strategic Planning and Management**”, Sultan Chand & Sons, New Delhi.

MM-402C RURAL MARKETING

Course Objectives

The objectives of this course are to expose the students to various aspects of rural marketing as an integral part of marketing management, and developed an understanding of rural marketing.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Course Contents

Unit I

Rural Marketing: Nature, Definition, Scope, Importance, Challenges and Opportunities in India. Factors influencing Rural Marketing: Socio-cultural factors, population, occupation, literacy level, land distribution & use, development programmes, infrastructure, communication media, credit availability, local requirements. Rural Market: Size & structure, Segmentation of Indian rural market. Rural and Urban Market: A Comparative Analysis

Unit II

Rural Marketing Research: Rural Consumer Behaviour. Market research (with special reference to seeds, fertilizers, farm equipments, new techniques, agricultural output & other services.) Product and Service Marketing in Rural India: Rural Marketing Mix: Product Planning, New Product Development for Rural Markets, Brand Management in Rural Market and communication media & message, distribution channels, Rural Retail Channel Management.

Unit III

e-Rural Marketing: e-Choupal Model of ITC, IT for Sustainable Rural Development and E-Governance in rural market Corporate Sector in Agri-business: Cultivation, Processing & Retailing Organized Rural Retailing.

Unit IV

Social Marketing: Corporate Social Responsibility and Rural Marketing Consumer Education: Consumer Education and consumer movement in rural India. Role of government in Rural Marketing. Role of NGOs in Rural Marketing.

Text Books

1. Dogra, Ghuman Rural Marketing 1st TATA McGraw-Hill
2. Krishnamacharyulu & Ramakrishnan Rural Marketing –Pearson Education

Suggested Reading

- 1 Samiudin & Rehman Rural Marketing National Publishing House.
- 2 Rajagopal Indian Rural Marketing Rawat Publishers .
- 3 Sukhpal Singh Rural Marketing Management 1st Vikas.

MM 403 C

DIGITAL MARKETING

1: **Principles and Drivers of New Marketing Environment** - Digital Media Industry -Reaching Audience Through Digital Channels- Traditional and Digital Marketing - Introduction to Online Marketing Environment - Dotcom Evolution - Internet Relationships - Business in Modern Economy - Integrating E-Business to an Existing Business Model - Online Marketing Mix - Mobile Marketing - Digital Signage.

2: **Purchase Behavior of Consumers in Digital Marketing Format** - Online Customer Expectations - Online B2C Buying Process - Online B2B Buying Behavior -Website Designing - Website Content - Forms of Search Engines – Working of Search Engines - Revenue Models in Search Engine Positioning – SEO - Display Advertising - Trends.

3: **Product Attributes and Web Marketing Implications** - Augmented Product Concept - Customizing the Offering - Dimensions of Branding Online - Internet Pricing Influences - Price and Customer Value - Online Pricing Strategies and Tactics – Time-based Online Pricing - Personalized Pricing - Bundle Pricing.

4: **Internet Enabled Retailing** - Turning Experience Goods into Search Goods -Personalization through Mass Customization - Choice Assistance - Personalized Messaging - Selling through Online Intermediaries - Direct to Customer Interaction - Online Channel Design for B2C and B2B Marketing.

5: Integrating Online Communication into IMC Process - Online Advertising – Email Marketing - Viral Marketing - Affiliate Marketing - Participatory Communication Networks - Social Media Communities - Consumer Engagement - Co-Created Content Management-Interactive Digital Networks - Customer – Led Marketing Campaigns- Legal and Ethical aspects related to Digital Marketing.

Text Reading : latest edition

1. Smith P R Chaffey Dave, E-Marketing Excellence: The Heart of E-Business, Butterworth Heinemann, USA
2. Strauss Judy, E-Marketing, Prentice Hall, India .

MM-404C
CUSTOMER RELATINOSHIP MANAGEMENT

Course Objectives

The objective of this course is to introduce customer centric operations, process and implications of CRM.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Course Content:

1. Introduction: Evolution of CRM, Customer satisfaction, Customer loyalty, Customer experience, Paradigm shift in marketing, Relationship Marketing, CRM, e-CRM, significance and benefits of CRM to different business organizations and customers.
2. Concepts of CRM: Concept of Customer Lifecycle, Lifecycle stages, Customer Lifecycle Management, Customer Lifetime Value assessment, Customer – Product profitability analysis Consumer Behaviour theories and CRM.
3. CRM Process: CRM Models, Systems approach to CRM, CRM Process, Objectives, Customer segmentation, Customer database, Strategy formulation, Infrastructure development, Designing system, Core processes, Developing people, Customer retention, Recovering lost customers, Terminating relationships.
4. Customer Experience: Concept, Levels of experience, Determinants of customer experience. Benefits to organization.
5. Database Management: Information management for customer acquisition, retention, attrition and defection, data warehousing, data mining.
6. CRM Technology: Hardware, Software, Web portals, Call Centers, IT enabled business solutions.
7. Measuring CRM Effectiveness: CRM Metrics – Financial and non-financial measures, Balanced scorecard.

Text and References:

1. Sheth, J.N., Parvatiyar, A. and Shainesh, G., “**Customer Relationship Management**”, TMH.
2. Kincaid, J.W., “**Customer Relationship Management : Getting it right**”, Prentice Hall.
3. Sheth, J.N. and Parvatiyar, A., “**Hardbook of Relationship Marketing**”, Sage Publication.
4. Chaturvedi, M. and Chaturvedi A., “**Customer Relationship Management – An Indian Approach**”, Excel Books.
5. Sugandhi, R.K., “**Customer Relationship Management**”, New Age International Pub.
6. Mohamed, H.P. and Sagadevan, A. “**CRM – A step by step approach**”, Vikas
7. Greengerg, P., “**CRM at the speed of light**”, TMH.

MM-405E

PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS

Course Objective

Public Relations course aims at building understanding about its role in informing consumers. It explains that how marketers are using the concepts of Public Relations to fight in the competitive environment. Basic objective is to build ability in students to utilize public relations concepts as “communication professionals”. The course also helps the students acquire the basics of corporate communication so as to improve understanding of corporate communication skills and ability to understand others.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Course content

1. **PR concepts and philosophy:** Defining PR, PR in India, scope of PR, PR and allied disciplines, Comparison of PR, propaganda, advertising and publicity, PR function and process.
2. **PR research:** Role of research in PR, various kinds of information sources, various areas of research, PR and public opinion, Publics of an organization – defining publics in PR, Internal and external publics, their types and characteristics.
3. **Tools of PR:** Advertising, films, periodicals, social events, media, oral and written communication, press conference etc., PR and writing – role and scope of writing in PR, writing press releases, feature writing.
4. **Relations with publics:** Media, Employees, Consumers, Middleman, Community, Government Shareholders, Financial Institutions etc.
5. **Crisis Communication and Management:** Role of PR in crisis management, media handling in critical times.
6. **Corporate Communication:** Evolution, definition forms, concepts central to corporate communication.
7. **Corporate Identity and Image:** Definition, relevance symbolism, types and methods of measurement image levels, importance of corporate image.
8. **Organizing corporate communication:** Organization of communication function, communication process, co-coordinating of all forms of communication, critical success factors in organizing corporate communication.
9. **Corporate Identity Programme:** Corporate identity policy planning, problem analysis. Determining the image of organization.

Text Readings: latest editions

1. Balan, K.R. **Applied Public Relations and Communication**, New Delhi Sultan Chand and Sons. Third Revised Edition.
2. Back, S. **Practical Public Relations**, New Delhi Universal Book Stall.
3. Cood, S., **Customer Care**, II Ed., Cogan Page, 120, Poutonvile Road, London.
4. Brown, S.A., **Strategic Customer Care**, John Wiley & Sons.
5. Cees B.M. van Reil. **Principles of Corporate Communication**, Great Britain, Prentice Hall

MM-406E
MARKETING FOR FINANCIAL SERVICES

Course Objective

To enable the students to gain acumen, insight and through knowledge relating to the various aspects of corporate finance, emerging financial services and their regulatory frameworks.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Course Contents

1. Introduction to Indian and Global Financial System: Structure and Characteristics. Regulatory Institutions: SEBI (Security Exchange Board of India) and RBI (Reserve Bank of India). Capital Markets: Primary and Secondary Market, Structure, Nature, Significance and Players, Introduction to Money Market: Structure, Operations, Players, Treasury Bills, Commercial Papers, Certificate of Deposit, Gilt Edged Securities and REPO's. Introduction to Financial Institutions: SFC's & DFI's, their importance & scope (IDBI, IFCI, SIDBI).
2. Financial Services: Nature and Scope of Financial Services, Fund based and fee based services.
3. Mutual funds: Concepts, types of mutual funds- income, growth and balance funds, advantages, and disadvantages, exit and entry load.
4. Leasing: Meaning, concept and comparison, types of lease, financial evaluation of lease.
5. Hire Purchase: Concepts, Taxation aspects of hire purchase, Consumer credit, financial evaluation of hire purchase.
6. Factoring and Forfeiting: Concepts, types, mechanism, advantages, disadvantages.
7. Banking Services: Concept, Types, Structure and their Significance.
8. Credit Cards: Concepts, operational procedure, advantages, disadvantages.
9. Venture Capital Finance: Concepts, Procedure, and Importance.

Text Readings : latest edition

1. M.Y. Khan, "**Financial Services**", Tata McGraw Hill.
2. B.S.Bhatia, G.S.Batra, "**Management of Capital Markets, Financial Services and Institutions**", Deep and Deep Publications.
3. Verma J.C., "**Credit Rating: Practice and Procedure**", Delhi: Bharat Law House Pvt., Ltd.

Suggested Readings: latest edition

1. Machiraju H.R., "**Merchant Banking**", New Age International Pub.Ltd., Wiley Estern Ltd.
2. J.C.Verma, "**Venture Capital Finance In India**", Response Books.
3. Dr.Brahmaiah, "**Lease Financing**", Himalaya Publication, first edition.
4. B.S.Bhatia, G.S.Batra, "**Management of Financial Services**", Deep and Deep Publications .

MM-407E
BRAND MANAGEMENT

Course Objectives

The objective of this course is to expose the students to the concepts, techniques and strategies for managing brands in a competitive market.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Course Content:

1. Branding Concepts: Marketing, Product Brand Interface, Concepts, Elements, Brand Identity, Brand Image, Personality, Brand Experience.
2. Brand Equity: Brand loyalty, Brand awareness, perceived quality, Brand association and proprietary Brand assets.
3. Branding Strategies: Corporate Vs Product Branding, Brand Portfolio, Multi Brand Strategy, Brand Positioning – Repositioning, Brand Extensions.
4. Brand Evaluation: Managing Brand / Performance, Financial Evaluation of Brands, Revitalizing the brand.
5. Contemporary Issues: Creating Mega Brands, Retail Branding, Global Branding, Integrated Brand Promotion.

Text Readings: latest edition

1. Kapferer, J.N., “**Strategic Brand Management**”, Free Press
2. Aaker, D., “**Managing Brand Equity**” Free Press
3. Keller, K.L., “**Strategic Brand Management**”, PHI

Suggested Reading:

1. Moorthi, Y.L.R., “**Brand Management**”, Vikas
2. Kumar Ramesh, S., “**Managing Indian Brands**”, Vikas
3. OGUINN, T.C., Allen, C.T. and Semenik, R.J., “**Advertising and Integrated Brand Management**”. Thomson.

MM 408E
EVENT MARKETING

1. Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures. Understand event- type of events, reason and need for events, role of event Management Company. Analysis, Five W's. , Scope of the Work, Approach towards Events.
2. Preparing a Planning Schedule, Event Planning Process, Creation of Concept – Brain storming for concept, Creativity, Budgeting of Event- The Budget's Purpose, Budget Line Items, Other Costs to Consider, Angling for Income, Drafting a Budget, Activating a Budget, Keeping a Budget on Track, The Master Plan Creation of Blue print, Event Calendar, Creation of Check list, Even flow, Time Frames and Dead Line Staffing and Vendors, Logistic and Staging, Breaking Down the Event, Outsourcing Strategies, Working with Vendors, Negotiating Tactics, Accountability and Responsibility. Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.
3. Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.
4. Events for amping Up Marketing and Sales, Events to Start or Enhance Awareness, Events to Increase Productivity, Crossover Events, Identifying the Scope and Size of the Event, Social Versus Business Aspects, Outlining Your Needs, Set your Event Vision, Assessment of information, Design objectives for your events.

Text Reading: latest edition

1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. -
2. Event Management by Swarup K. Goyal - Adhyayan Publisher .
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House.

Suggestive Reading

1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0
2. Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8
3. The Complete Guide to Successful Event Planning - Shannon Kilkenny
4. Start And Run Event planning business by Cindy lemaire Mardi foster-walker - SelfCounsel Press, 01-Sep-2004, ISBN - 1551803674, 9781551803678
5. Start Your Own Event Planning Business 3/E: Your Step-by-Step Guide to Success - Entrepreneur Press (Author), Cheryl Kimball (Author) - Publication Date: June 13, 2011.
6. Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publication.